

Wyoming Wins—Public Education and Marketing to Reduce Substance Abuse

The Wyoming Legislature instructs and authorizes the Department of Health to initiate a comprehensive marketing campaign to reduce the risk factors associated with substance abuse and increase protective factors associated with lower prevalence rates of substance abuse at its predictors.

The Department shall incorporate the principles of the Substance Abuse Control Blueprint incorporated by reference herein.

Models of Marketing to Improve Healthy Habits

Imagine a major soft-drink company developed a marketing campaign like most public-health efforts. The eager advertising agency executive pitches the campaign to the board of directors of ZAP! Cola:

We are going to depend on messages broadcast during the times when nobody watches. We will ask TV and radio stations to give us free ad space, which will be of course between 1 am and 6 am. This will save us tons of money.

Our ads will not feature the benefits of ZAP! Cola. Instead, our ads will simply show the dangers of the lack of hydration. Our ads will say something like, “This is your brain on

dehydration.” The image will be of a dried up sponge. Then, we will have a tag line with a voice over, “Scientists have established that dehydration is a leading cause of death and disease in Wyoming. Please talk to your doctor about the dangers of dehydration. Or, visit your local health department for an informational pamphlet.”

If the dehydration campaign were launched, ZAP! Cola would surely experience a marked decline in market share—resulting in forced resignation of the CEO and the firing of the ad agency. The new management and ad agency would quickly seek out proven strategies to restore sales and the balance sheet of ZAP! Cola.

The imaginary dehydration campaign violated almost every known principle proven over the last few decades of marketing research, and public-service type campaigns (PSA) based on the same paradigm for substance or other problem behaviors have little or no impact.²⁹⁵ Another approach exists, and this is social marketing.

Social Marketing: A Parallel to Product Marketing

Substantial research now shows that young people may engage in antisocial or substance abusing behavior as a result of exposure to television or other electronic media (*see recent Surgeon General's report on violence and other reviews*).²⁹⁶ Media can also be effectively used to increase behaviors related to the prevention of violence, substance abuse, or other health promotion topics for children.^{297 298} When media are used to change health related behaviors, the general concept is referred to as social marketing. Social Marketing makes use of the “Four Ps of Marketing.”

The modern approach to marketing revolves around four Ps: *product*, *performance*, *price*, *place*, and *promotion*. Commercial marketers make sure that their *product* is appealing to consumers and has a catchy name that is easy to remember. They make clear what the customer must do to achieve the advertised result. They sell it at a *price* consumers are willing to pay. They make the product readily available in easily accessible places. They use *promotion* and advertising [we are talking about advertising and its fundamentals] to familiarize consumers with the product

and persuade them to buy it [alt: they use promotions and discounts to reduce the burden of trying the product]. These same elements can be seen in successful social marketing campaigns. The *product* may be a change in behavior or support for a new program or policy or the use of a service. The *price* may be breaking with tradition, or giving up a comfortable belief or habit, or using time differently, or even a purchase. *Performance* embraces the actions that a person does to yield the result of the product. The *place* is where people can embrace a program or pursue a new course of conduct. *Promotion* is the means used to communicate messages and images justifying the change and making appealing, and promotions create the infrastructure to allow easy participation in pro-social alternatives (or something to that effect)]. Social marketing borrows the methodology of commercial marketing but adapts it to health advocacy and other large-scale efforts for positive social change.

National Examples of Social Marketing

Scientists have started to review the impact of media campaigns on substance abuse and other multi-problem behaviors.²⁹⁹ Some of the best examples show social marketing can change even long-standing habits, when full social marketing principles are used in communities.

Summary of US Research

Recently, Derzon highlighted some results:

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Flay³⁰⁰ concluded that media campaigns work best when they are accompanied by interpersonal or community support components. One of the most highly cited examples of a successful media intervention is the Stanford Three Community Study, which tested the impact of a two-year campaign to reduce cardiovascular disease among adults living in a small California city.³⁰¹ The first community in this study was exposed to television and radio spots, newspaper columns and advertisements, billboards, posters, and mailed materials to create problem awareness and teach cardiovascular risk reduction techniques. A second, similar community received all of the above plus face-to-face instruction for a subset of high-risk individuals. A third community served as a control. The general finding was that the media campaign was effective at stimulating health related behaviors, such as better diet, which were based on new knowledge³⁰², but alteration of ingrained behaviors such as smoking or sedentary lifestyle occurred only when the media messages were supplemented with more intensive instruction.³⁰³

What kind of effects could a reasonably constructed media campaign alone do for substance? Derzon estimates that a media campaign alone can reduce substance abuse by 1% to 2%, which is in line with incremental changes produced by many media campaigns for commercial products.³⁰⁴

Is it possible to produce even better effects using more advanced knowledge of marketing and characteristics of the science of substance abuse? Yes. Researchers have demonstrated that a media campaign designed for and targeted to specific teen personality-types can significantly reduce their marijuana use. In a study published in the February 2001 issue of the *American Journal of Public Health*, researchers report that special media with an anti-marijuana use message resulted in at least a 26.7 percent drop in the use of that drug among the targeted teen population. [cite, see accompanying note] The campaign was designed to appeal to the 50 percent of teens who tested high (above the median) on sensation seeking. Teens with this personality trait are much more at risk for using drugs, and for using drugs at an earlier age, than are adolescents who test low as sensation seekers. The campaign had no effect on teens characterized as low sensation seekers, a group that already exhibited low levels of marijuana use. [Note: the campaign used substantial paid placements and recruited donated space]. This study is noteworthy, but requires replication because of some statistical and methodological issues.

Canadian Findings

In examining results and practices, data were examined from the Canadian Context. There are several reasons for this. First, much of Canada is rural—like Wyoming. Second, Canadians have a spirited sense of independence from the US Federal Government—something shared by many in Wyoming. Third, Canada is impacted by the Hollywood

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culture and cultural trends beyond its control—just like Wyoming, Canada has had to find ways to address those trends. Fourth, exciting research has happened in Canada that could be applied in Wyoming.

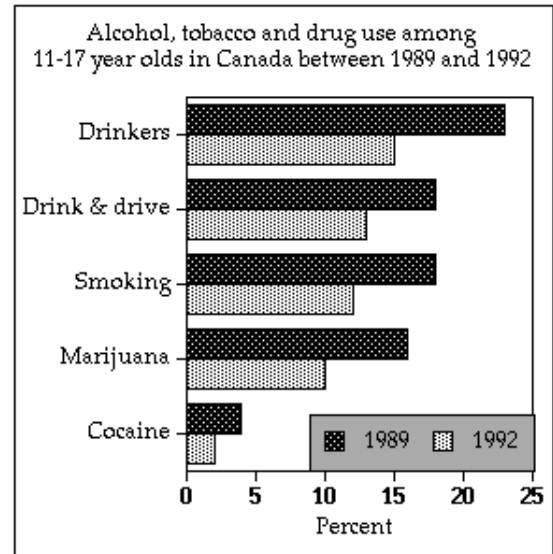
Canada, for example, has had an extensive program of social marketing for substance abuse prevention since the mid-1980s, and their youth substance abuse trends have been far better than the rest of North America. Their campaign resembles suggestions for Wyoming:

- ⇒ Event marketing/corporate sponsorship
- ⇒ Special promotions
- ⇒ Information, communications, and skills development
- ⇒ Advertising
- ⇒ Direct marketing
- ⇒ Public health/media relationships

Such social marketing campaigns have been used in Canada since 1985/6. The impact has been monitored and the report from Statistics Canada gives information up to 1992. The data are experimentally controlled. The Figure below shows the report data.³⁰⁵

The reductions reported in Canadian youth prevalence would represent savings in hundreds of millions of dollars over time as well as countless improvements in public safety and welfare.

Figure 55: Canadian Youth Substance Abuse Rates



Context of Private Sector Marketing

In the public and non-profit sectors of the society, few realize how much money is spent in advertising and marketing of products. Consider the example of the American Pharmaceutical industry,³⁰⁶ that provides a useful comparison because it focuses on health issues, is a major cost to the state and society, and the cost of pharmaceuticals could, in theory, be substantially reduced if the treatment, prevention and control strategies in this proposal were adopted by Wyoming citizens.

A study of drug advertising conducted by Scott Neslin, a marketing professor, released in the Association of Medical Publications (reported in the *Wall Street Journal*, May 22, 2001), compared the return on investment for the four marketing tactics most often used by drug companies. According to the study, in the

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year 2000, drug companies spent the following:

- ⇒ \$4.5 billion to advertise drugs directly to consumers via TV, magazines and other media;
- ⇒ \$6.2 billion to reach doctors through one-on-one office visits, free samples and small group meetings;
- ⇒ \$1.9 billion on various and sundry medical events and meetings; and
- ⇒ \$527.1 million on medical-journal advertising aimed at medical professionals.

In total, the drug companies spent \$13.1 billion in a single year for marketing. This is the equivalent of approximately \$50 dollar for every man, woman, and child in the United States. It is worth noting that the pharmaceutical industry has maintained its standing as the most profitable legitimate business sector of the US economy.³⁰⁷

Figure 56: Health Canada logo

Could effective social marketing strategies change the substance abuse and health behavior of Wyoming citizens—if approached as Derzon discusses, as carried out in Canada, by following the approaches used by the pharmaceutical companies? The answer is yes.

Wyoming Examples of Social Marketing

The State of Wyoming recently initiated one of the better examples of the kind of social marketing (media and

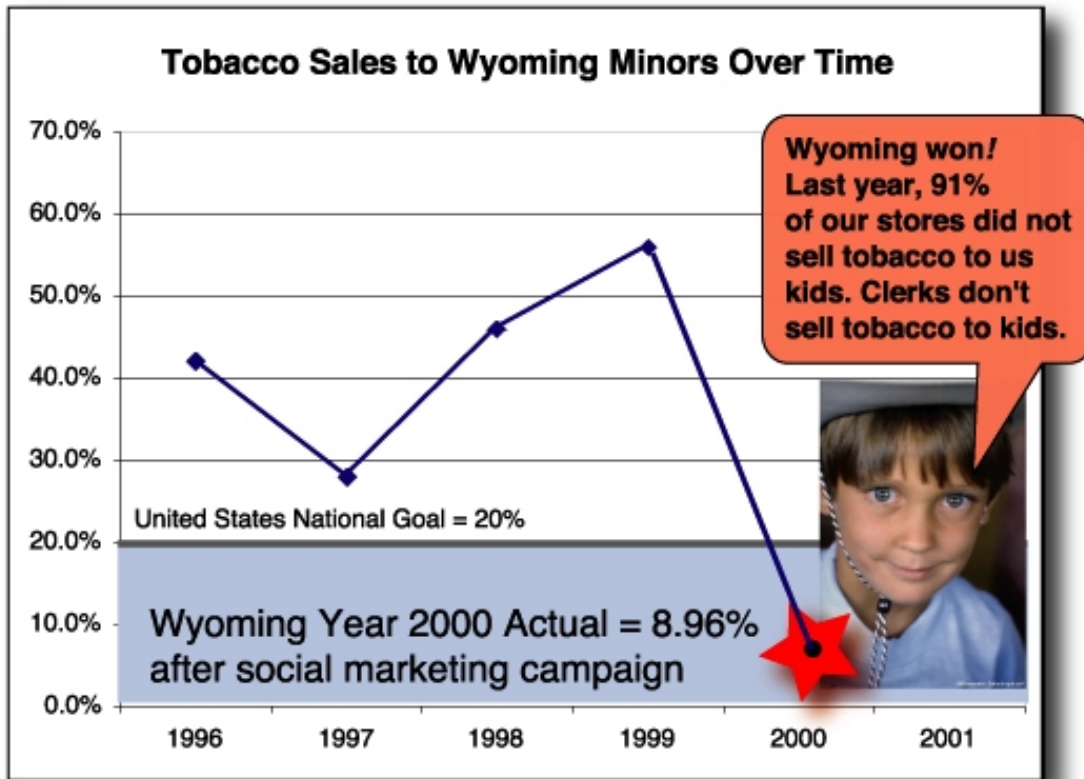
community-based interventions) to affect substance abuse related behaviors.³⁰⁸ After the state had confronted nearly a decade of very high rates (as much as 55%) the Wyoming Substance Abuse Division implemented a researched-based protocol to reduce sales of tobacco products to minors. The strategy launched by the state included:

- ⇒ TV ads designed to encourage a specific behavior.
- ⇒ Paid placement of ads when the target audience was likely to see them.
- ⇒ Multiple community-based interventions designed to reinforce and strengthen the media campaign.
- ⇒ One-to-one interventions in high-risk situations for youth at higher risk
- ⇒ Careful attention to the 4 Ps of product, performance, price, place, and promotion.

This campaign was associated with the largest recorded drop in sales of tobacco sales in the United States, according to federal officials in charge of Synar enforcement. If the state is able to maintain these reduced sales to minors, a reduction in youth tobacco use is likely.³⁰⁹ Such a reduction could have a profound impact on the state expenditures for health and other related costs. The immediate impact of the Wyoming campaign is shown in the figure below.

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Figure 57: Wyoming Example of Social Marketing Results



Note: In 2001, the data on Synar enforcement showed that the positive effect continued to be very low with the reward and reminder campaign. The 2001 results were 9.4%

Guidelines for a Wyoming Social Marketing Campaign

Since the advent of satellite and cable TV plus the conglomeration of media companies, Wyoming's citizens have been influenced by media from larger markets. Over the past 25 years the norms of Wyoming communities have been supplanted by the norms of the mass media. This fact alone is probably one of the factors that has increased the abuse of substances and the rate of physical assaults by younger people in Wyoming, based on reviews by various scientists (see Villani).

Amplifying Wyoming Norms

During the HB 83 study process (interviews, public hearings, and review of the available data), many people voiced the belief that Wyomingites are supportive of alcohol, tobacco, and other drugs. This perception is harmful, and it is a fallacy that adolescents typically make about substance use by their peers. Teens often believe that "Everybody is doing it."

The truth is that a majority of Wyomingites, old and young, do not use or support the use of alcohol, tobacco, or other drugs. For example, in 1999, the majority of teens surveyed on the American Drug and Alcohol Survey (ADAS) in Wyoming had no or negligible involvement of drugs, as published in a report by the Wyoming Department of Health.

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These and other positive norms must be amplified in Wyoming to reduce substance abuse and its consequences. For example, during the Reward and Reminder campaign on tobacco sales to minors, all of the media (TV, radio, print, and public relations) amplified the norm that "*In Wyoming, we don't sell tobacco to kids.*" This campaign set a national record for reduced tobacco sales to minors.

Making Wyomingites Heroes

The majority of Wyoming youth do not use drugs, but we have a higher proportion of kids, teens, and young adults with a high degree of drug involvement as compared to many states. It would be unwise to amplify the percentage of youth with substance abuse problems in the mass media. What might we do instead? We must show Wyoming children, youth, families, teachers, and community members as heroes engaged in actions that can be copied by others to reduce the problem and create a better life in our state. It's part of our heritage. The west and New World were not settled by wimps. They took bold action. Chief Washakie fought and advocated for his people and the future. Esther Hobart Morris sought and won equity for women

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in Wyoming. The early Mormon's pushed their carts across the high plains.

Many poorly conceived and ineffective health promotion efforts focus exclusively on the illness, disease, or problem—often showing only the negative outcomes (e.g., child abuse, shootings, drug death, injury) with some version of “ain’t it awful.” Our Wyoming social marketing campaign must use an extremely well validated principle of making the symbolic models of the social marketing campaign (children, youth, parents, teachers, civic leaders, etc.) heroes using coping strategies (not 100% actions) that result in benefit for self and larger community. The symbolic models of Wyomingites (e.g., TV or print representations) will be presented in such a way that the viewer or listener has a reasonable chance of copying the action in a short period of time successfully, because of the availability and promotion of easy to access resources or tools (e.g. “log on now to www.wyowins.net).

Minding the 4Ps in Wyoming

A Wyoming Social Marketing Campaign to reduce substance abuse and its precursors must utilize the four Ps: product, price, place, and promotion.

Product

The campaign must appeal to the groups we wish affect, using catchy names and slogans that support positive change (not just amplify the negative). These attributes can and should be tested properly and be based on solid science, such as the “risk-taking” appeal to high-risk youth who are likely to use marijuana

as described in the National Institute on Drug Abuse Study earlier in this section.

In terms of a catchy name, this report recommends the ideas that grew out of the VISION 2020 idea, which has been shorted to “wyowins.net” in Figure 57 below.

Figure 58: Wyoming Wins Logo



“Products” for the Wyoming campaign might include the following:

- ⇒ Information packets or strategies distributed at no cost at grocery stores to improve parent-child relationships that buffer against substance abuse;
- ⇒ Curriculums to reduce the aggressive, disruptive behavior of students in school available by overnight express to teachers;
- ⇒ Services to quit or reduce tobacco use;
- ⇒ Screening tools for professionals, agencies, and others to help identify people who might benefit by some simple interventions to reduce substance use.
- ⇒ Increasing natural community supervision through faith-based or community-facilitated clubs for youth, to reduce access to alcohol, tobacco, and other drugs;
- ⇒ Involving young people in promoting tobacco-free pregnancies of Wyoming women.

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⇒ Reward and reminder programs for clerks and stores to not sell tobacco or alcohol to minors.

In summary, the Wyoming Wins “products” for a social marketing must not be simple ads that say, “Don’t do drugs.” They must be carefully chosen strategies that mesh with key scientific findings and unique conditions of Wyoming.

Performance

Big changes are generally the result of several small changes over time. For example, the children of parents using contingent praise regularly and avoiding constant negative comments typically show better outcomes—not only immediately but also many years later in terms of reduced criminality and substance abuse.³¹⁰ Teachers who use many small behaviors [such as smooth instruction, group altering, fast transitions and pace and many more] on a daily basis have students who achieve more, disrupt less, and have many fewer behavior problems including substance abuse. Thus, the Wyoming Wins campaign must select high power, simple acts of performance that can be promoted extensively to reduce substance abuse.

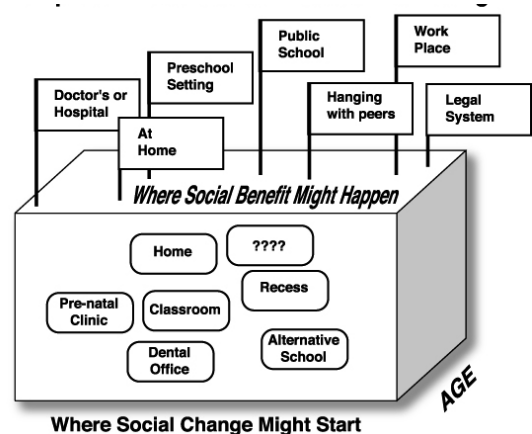
Price

What something costs is not just dollars. It may cost time. It may cost you other opportunities or create a loss such as a relative or significant other who no longer wants to be with you. It may involve some pain or increased threat.

The Wyoming Wins campaign must pay particular attention to the perceived costs of strategies promoted to maximize participation rates of Wyoming citizens in strategies that will reduce harm from substance abuse. The “price” or cost issues are affected by perceived ease of accessibility, and this issue must be accounted for in any social marketing campaign for Wyoming. The list of considerations for cost or price include:

- Fee or money for purchase.
- Time required to get, use or maintain.
- Losses in social relationships.
- Time away from other preferred activities.
- Lost opportunities.
- Perceived loss of status.
- Savings in money, time, personal losses, opportunities, status, or other cost-benefits.

Figure 59: Example of Place Issues in Social Marketing



Place

Place is where meaningful change or benefit is to take place, in the context social marketing. (See Figure 58 above) The world has another implied meaning in the context of Wyoming Wins—the life

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stage of the person (e.g., prenatal, infancy, early childhood, school age, teenager, young adult, etc.). In social marketing, place exists also at two levels—where the change might be started and where the benefit might be visible. Making the clear distinctions of the three levels of “place” are important for constructing an effective social marketing campaign to reduce the effects of substance abuse in Wyoming.

Promotion

Promotion must be carefully considered when constructing the Wyoming Wins social marketing campaign to reducing substance abuse—especially to counter-act the negative effects of the media conglomerates, industries heavily vested in alcohol or tobacco sales, and other powerful cultural forces. Promotion is the “sizzle” or zap.

Classically, most successful campaigns work at one or more levels to increase the sizzle or zap, involving basic human reinforcement:

- ⇒ Increased status.
 - ⇒ Increased fun, thrill, or relief from boredom.
 - ⇒ Removal or reduction of pain.
 - ⇒ More money, resources, or tools to acquire the same.
 - ⇒ Belonging to something good, being a part of a great event, or achieving a sense of personal identity.
 - ⇒ Sex appeal or ability to find a sexual partner.
 - ⇒ Removal or reduction of a threat to self, property, or loved ones.
 - ⇒ Immediate relief from something noxious.
- The above list may seem obvious, especially given the pervasive influence of marketing and advertising in modern life. Satellite TV offers 500 ways to instantly reduce boredom. [Viagra promises relief from dysfunction and a return to normal behavior.] Advertisements for tobacco and alcohol promise instant friends and status. The new action movie delivers instant thrill.
- An effective Wyoming Wins campaign will show Wyoming people of all ages how they can have more status, enjoy all of life’s pleasures more, gain more security and wealth, and be a part of something big through “buying” some behavior or action. Simply telling people drugs are bad or dangerous for them or Wyoming is not likely to be an effective promotion. When effective promotional strategies are used in social marketing, significant effects can happen:
- ⇒ Phone calls and admissions for mental-health treatment by vulnerable people can double.³¹¹
 - ⇒ Family participation in an early-childhood prevention program can affect the majority of the target population.³¹²
 - ⇒ Parenting skills and other adult behaviors related to substance abuse prevention improve.³¹³
 - ⇒ Depression symptoms can decline.³¹⁴

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⇒ Smoking cessation programs show increased participation can be increased, with results lasting over several years.³¹⁵

⇒ HIV infection rates are reduced.³¹⁶

⇒ Substance abuse among high-school students is reduced.³¹⁷

⇒ Marijuana use in high-risk youth declines.³¹⁸

7) local businesses that could receive direct or indirect sales benefit by participation in the campaign (e.g., a fast-food chain, a supermarket chain, a realty company).

The Strategic Alliance allows for such efforts as cross promotions, “product placement,” and increased exposure to the message or behavioral change tools in ways far more cost effective than simple placement purchase for airtime or display space.

Leveraging Resources

When a new “blockbuster movie” comes out, all sorts of strategic alliances are formed for cross-promotion and leveraging marketing resources. The same is true for *successful* social marketing. Each member of the alliance undertakes in the cause of the current project. The members of this strategic alliance minimally includes:

- 1) broadcast partners such as radio or TV;
- 2) mainstream print publications;
- 3) media targeting important populations or “marketing segments” such as teenagers;
- 4) governmental entities that will benefit if the social marketing efforts work (e.g., local law enforcement, parks and recreation);
- 5) voluntary associations that would have a benefit for members if the social marketing effort worked (e.g., teachers’ associations or unions);
- 6) civic groups or associations who have a pre-existing commitment to the behavioral outcomes of the social marketing; and

With Wyoming Wins, the entire campaign must utilize leveraged resources and strategic alliances to produce the maximum benefits for reducing substance abuse and related problems.

Data-Driven Results-Tracking

All successful marketing campaigns carefully track results. For example, some TV campaigns actually track when the 1-800-number was dialed based on the timing of commercials. Results tracking allows for the campaign to be improved, based on feedback. Results-tracking will involve one or more of the following:

- 1) direct observation of the use of promoted strategy (e.g., use of the games),
- 2) pickup or “purchase” of items at local strategic partners,
- 3) household surveys.

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The results of key Wyoming Wins campaign segments must be experimentally tested via a time-series design and the results of these evaluations must be incorporated into future campaigns. The Wyoming Wins social marketing component must have the same accountability to the Legislature as all other components of the recommendations made in this report.

Enabling Actions by the Legislature

To enable the intent of the social marketing campaign, Wyoming Wins, the Legislature must enable the Department of Health to enter into collaborative agreements for sponsorships of events, services or products that further consistent with reductions in substance abuse or harm from substance abuse. The enabling legislation would also permit the Department of Health to engage in cooperative promotional efforts with the private sector.

Wyoming Wins Campaign Recommendations

The objectives of a social marketing campaign to reduce substance abuse or reduce harm caused by the use of substances must be carefully thought out, just like any other marketing campaign. This section highlights key components of a social marketing

campaign that the Department of Health ought to undertake. The table on the next page summarizes the recommendations for the marketing campaign.

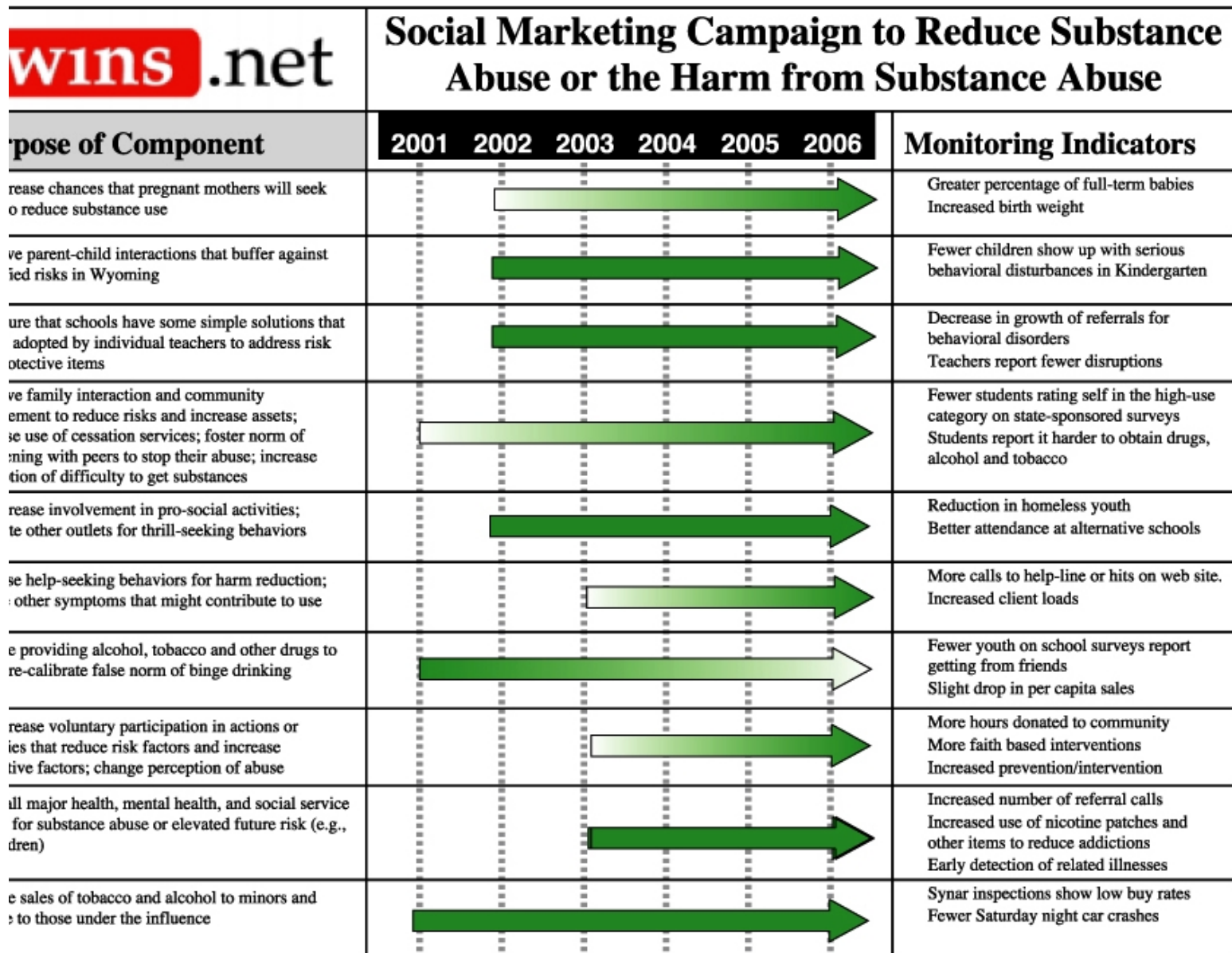
The Wyoming Wins Campaign will cover all age groups, using multiple types of media, and focus on strategies that might yield a powerful benefit.


The table on the next page shows the scope of the Wyowins.net effort for the next few years.



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Figure 60: Wyoming Wins Social Marketing Time Line



Component = 
 Faded in or Out Component = 